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Subject: 30 minute adjustment to timeframe for next week's board meeting - PLEASE ADVISE
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Greetings HPOA Board,

Next Thursday, we will have a closed session with our attorneys.

I want to add 30 minutes to the board agenda, so that we don't compromise some of the other agenda items that you will want to discuss.

Could I please hear back if it would be impossible to do one of two things that day?

- a. Start meeting at 3:30 and end at 6 p.m.
- b. Start meeting at 4 p.m. and end at 6:30.

The Closed Session will likely begin at approximately 4:15 no matter what.

If you can avoid it, don't reply to all - just me.

Many thanks and have a great three day weekend. The agenda will go out on Monday.

Kerry

KERRY MORRISON
 Executive Director

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**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS
Agenda
February 18, 2016
4 p.m. to 6:30 p.m.
HPOA Headquarters Office
6562 Hollywood Blvd**

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|------|-----------|---|
| I. | 4:00 P.M. | CALL TO ORDER – President Monica Yamada |
| II. | | OPEN FORUM & INTRODUCTIONS |
| III. | 4:05 | APPROVAL OF THE MINUTES
Action: January 21, 2016 |
| IV. | 4:10 P.M. | CLOSED SESSION
A. Conference with Legal Counsel, Initiation of Litigation (Gov. Code § 54956.9, subd. (d)(4))
Number of Potential Cases: 1 |
| V. | 5:30 P.M. | RECONVENE <ul style="list-style-type: none">• Report of Action Items from Closed Session |
| V. | 5:35 P.M. | TREASURERS REPORT - Mark Echeverria
A. Action: Review/approval of final December 31, 2015 financial statement |
| VI. | 5:40 P.M. | NEW BUSINESS

A. Coalition for Jobs and Housing – Joe Mariani <ul style="list-style-type: none">1. Action: Discuss board’s position relative to adding HPOA name to list of supporters of Coalition for Jobs and Housing Coalition organizing to oppose the Neighborhood Integrity Initiative |
| VII. | 5:50 P.M. | COMMITTEE/ACTIVITY REPORTS

A. Nominating Committee – Lyons/Gargano/Beck

B. Streetscape and Planning– Matthew Severson <ul style="list-style-type: none">1. Landscaping project updates
C. Marketing and Communications – Devin Strecker <ul style="list-style-type: none">1. Haines & Co projects for 2016 - for board review and comment<ul style="list-style-type: none">a. Spotlight on historic theatres in Hollywood Entertainment District – potential theatre tourb. Foodie blogger tourc. Deskside briefings with Curbed, LAist, Urbanize LAd. Mid-BID storefront activatione. Messaging aligned with Coalition for Jobs and Housingf. Only in Hollywood Music + Arts Festival promotion and branding |

2. Report from 2/16/16 meeting of Festival Steering Committee

- a. Review proposed plan, budget and sponsorship goals

Action: approve the coordination of the 2016 Only in Hollywood Music + Arts Festival for October 6 – 8, 2016 as a key project to promote positive communications and messaging for the Hollywood Entertainment District. Authorize allocation of \$25,000 from Marketing Activities budget toward this initiative (and ancillary support from temp help and insurance budgets)

3. Report from window activation working group

D. Security – John Tronson and Kerry Morrison

1. Report on scheduling and deployment options for board consideration to extend security patrol hours into late night three nights a week. Cost impact: (a) Option A no cost impact; (B) Option B allocation from contingency reserves – Bill Farrar, Andrews International

- a. **Action:** approve pilot project to adjust hours to accommodate a night-time patrol

VIII. 6:20 STAFF REPORT

A. Office Open House: Thursday February 25 at 5:30 p.m.

B. Proposed Board Retreat: April 21, 2016

- a. Board discussion regarding topics to explore
b. Potential speakers
c. Field experiences

IX. 6:30 P.M. ADJOURN

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